



FOR IMMEDIATE RELEASE

Venrock Extends Leading Healthcare IT Franchise, Adds Robert Kocher

Former White House Advisor will Focus on Healthcare Innovation

Palo Alto, Calif., May 27, 2011 – Venrock, originally established as the venture capital arm of the Rockefeller family, today announced that Robert (Bob) Kocher has joined the firm as a partner. He will join partners Brian Ascher and Bryan Roberts in pursuit of paradigm shifting innovations at the intersection of healthcare and technology, from the firm's Palo Alto office. Venrock's successful healthcare IT investments span more than a decade, and include industry leaders athenahealth (IPO in 2007) and RelayHealth (acquired by McKesson), as well as private companies such as Awarepoint, Castlight Health, Coderyte and Vocera.

"Healthcare in the United States is entering a decade-long period of dramatic innovation," said Bryan Roberts, partner at Venrock. "The confluence of increasing financial and intellectual responsibility by patients, provider adoption of IT advances, and interest from world class entrepreneurs is driving demand and opening the door to transformation. Bob's unique expertise and network will be instrumental in our efforts to identify and help build companies that will radically improve our healthcare system."

Most recently, Kocher was a principal at McKinsey and Company, where he led the McKinsey Center for Health Reform, as well as a non-resident senior fellow at the Brookings Institution Engleberg Center for Health Reform. Kocher joined McKinsey and Brookings after serving in the Obama Administration as Special Assistant to the President for Healthcare and Economic policy at the National Economic Council. He helped shape the legislation that defined healthcare reform, focusing on cost, quality and delivery system reform. Kocher has extensive experience working with all the constituencies in the healthcare ecosystem (hospitals, health systems, employers, insurers, pharmaceutical and biotechnology companies, policy makers, and governments) to improve operating performance, clinical outcomes, operations, and patient experience. He received his MD with AOA honors from George Washington University and completed his residency in internal medicine at the Harvard Medical School and Beth Israel Deaconess Medical Center in Boston.

"Venrock is well known for its role in spurring this much-needed wave of innovation in healthcare IT services and markets," said Kocher, partner at Venrock. "I am thrilled to be working alongside this team and the amazing entrepreneurs who are pioneering a more transparent, efficient, and connected future for the healthcare industry. The opportunities are endless and I am excited to be a part of bringing tangible change to the healthcare sector that improves the affordability, quality and experience of healthcare."

About Venrock

Venrock is a premier venture capital firm with offices in Palo Alto, CA; New York, NY; and Cambridge, MA. Originally established as the venture capital arm of the Rockefeller family, Venrock continues an eight-decade tradition of partnering with entrepreneurs to establish successful, enduring companies. Having invested \$2.6 billion in more than 450 companies over the past 40 years, Venrock's investment returns place it among the top tier venture capital firms that have achieved consistently superior performance. With a primary focus on technology, healthcare, and energy, portfolio companies have included Adify, Adnexus Therapeutics, Apple Computer, Athenahealth, Centocor, Check Point Software, DoubleClick, Gilead Sciences, Idec Pharmaceuticals, Illumina, Intel, Ironwood Pharmaceuticals, Millennium Pharmaceuticals, Sirna Therapeutics, StrataCom, and Vontu. For more information, please visit Venrock's website at www.venrock.com and follow the firm on Twitter @venrock.



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